

WHAT HAPPENS WHEN SMOKERS INHALE?

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(and all smokers do—some of the time)

When smokers inhale, naturally exposure to irritation increases. In recognized laboratory tests*, the irritant quality of the smoke of the four other leading brands averaged *more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long*.

The more smokers inhale, the more important for them to change to Philip Morris.

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